103615 Order / Rev: Orders Alt Order #: 06830030 Product Desc: BERKLEY FOR SENATE Estimate: 308 Flight Dates: 10/09/12 - 10/15/12 Primary AE: Amy McCreary Original Date / Rev: 06/27/12 / 10/11/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Name: Agency Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Advertiser Name: A25-54 Demographic: New Business Thru: Product Codes: PLC01 00:05:00

SELECT PRIORITY CODE

Revenue Codes:

Priority:

POLITICAL/AGY, PCAN, GEN

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	114	\$44,650.00	\$37,952.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$44,650.00	\$37,952.50	0.00
Totals	114	\$44,650.00	\$37,952.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$44,650.00
Market	100%	\$223,250,00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$71,440.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$46,882.50
KTUD	0%	\$0.00
KVVU	25%	\$55,812.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,465.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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	N	VEWS												
		<u>Star</u>	l Date _[End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating						
	We	ek: 10/0	8/12 ′	0/14/12	-TWT	4	\$50.00	0.00						

KSNV

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:
Flight Dates:

06830030 10/09/12 - 10/15/12 Product Desc:

BERKLEY FOR SENATE

Estimate:

308

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

30\$

		<u> </u>									
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E 16 KSNV 10/09/1	2 10/12/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:30 PM-5:0	-TWTF 00 PM)	:30	4	\$300.003	0.00 NM	4	\$1,200.00
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E 17 KSNV 10/09/1	2 10/12/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	-TWTF 80 PM)	:30	4	\$300.003	0.00 NM	4	\$1,200.00
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E 18 KSNV 10/15/1		NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:3	M	:30	1	\$300.003	0.00 NM	1	\$300.00
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E19 KSNV 10/15/1	2 10/15/12	M-F Early News M-F Early News	CM	5-630p	M	:30	2	\$450.003	0.00 NM	2	\$900.00
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E 20 KSNV 10/09/1		M-F Early News M-F Early News	CM	5-630p	-TWTF	:30	8	\$450.003	0.00 NM	6	\$2,700.00
NEWS <u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 8	<u>Rate</u> \$450.00	Rating 0.00						
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E 23 KSNV 10/13/1			СМ	6:30-8pm	S-	:30	1	\$150.003	0.00 NM	1	\$150.0
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Week: 10/08/12	10/14/12	S-	2	\$250.00	0.00				<u>I</u>		

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates: 06830030

10/09/12 - 10/15/12

Product Desc: Estimate:

BERKLEY FOR SENATE

30S

Ln Ch End **Inventory Code** Break Start/End Time Start Days Len Spots Rate Pri Rtg Type Spots Amount E 26 KSNV 10/13/12 10/13/12 Weekend Jeopardy/Whe@M 630-730pm ----5-:30 2 \$250.003 0.00 NM 2 \$500.00 WKND Jeop/Wheel JEP/WHEEL E 27 KSNV 10/14/12 10/14/12 News 3 Live in Prime 7-10om ----s :30 \$600.003 0.00 NM \$600.00 1 News 3 in Prime NEWS AFTER NFL IN PRIME Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 \$600.00 0.00 E 28 KSNV 10/12/12 10/12/12 Fri PR 9-10p CM 9-10pm ----F--:30 1 \$1,000.003 0.00 NM \$1,000.00 Friday Prime 9-10pm GRIMM Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---F--\$1,000.00 0.00 E 29 KSNV 10/12/12 10/12/12 Fri PR 8-9p CM 8-9pm ---F--:30 \$750,003 0.00 NM \$750.00 Friday Prime 8-9pm WHIT/COMM Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 ---F--\$750.00 0.00 E 30 KSNV 10/10/12 10/10/12 Wed PR 9-10p 9-10pm CM ---W----:30 1 \$1,700.003 0.00 NM \$1,700.00 Wednesday Prime 9-10pm SVU End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---W----1 \$1,700.00 0.00 E 31 KSNV 10/10/12 10/10/12 Wed PR 10-11p 10-11pm CM --W----:30 1 \$1,400.003 0.00 NM \$1,400.00 Wednesday Prime 10-11pm CHICAGO FIRE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --W----1 \$1,400.00 0.00 E34 KSNV 10/15/12 10/15/12 The Tonight Show CM 1135p-1237a M----:30 \$500.001 0.00 NM 2 \$1,000.00 **Tonight Show** TON SHOW Start Date Spots/Week **End Date** Weekdays Rating Rate Week: 10/15/12 10/21/12 M-----\$500.00 0.00 2 Spot Ch Date Range Description Start/End Time Length <u>Weekdays</u> Rate Rtg Type 1 KSNV 10/15/12-10/21/12 The Tonight Show (\$500.00) 0.00 NM 1135p-1237a :30 See MG 34,3,34,4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 10/15/12-10/21/12 The Tonight Show 1135p-1237a M-----:30 (\$500.00) 0.00 NM See MG 34.3.34.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 3 KSNV 10/15/12-10/15/12 The Tonight Show 1135p-1237a :30 \$500.00 0.00 NM MG for 34,2,34.1 [Revised Rate to Reinstate] 4 KSNV 10/15/12-10/15/12 The Tonight Show 1135p-1237a :30 \$500.00 0.00 NM MG for 34.2.34.1 [Revised Rate to Reinstate] E 35 KSNV 10/09/12 10/12/12 The Tonight Show CM 1135p-1237a -TWTF--:30 8 \$500.001 0.00 NM 8 \$4,000.00 **Tonight Show** TON SHOW Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 10/08/12 10/14/12 -TWTF--8 \$500.00 0.00

KSNV

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Order / Rev:

103615

06830030

Adver

Advertiser:

Berkley, Shelley for Senate

Alt Order #: Flight Dates:

10/09/12 - 10/15/12

Product Desc:

BERKLEY FOR SENATE

Estimate: 30S

Ln Ch Start End Inventory Code Break Start/I	End Time Days Len Spots Rate Pri Rtg Type Spots	Amount
E 35 KSNV 10/09/12 10/12/12 The Tonight Show CM 1135p		\$4,000.00
Tonight Show TON SHOW		
	ate Rating	
Week: 10/08/12 10/14/12 -TWTF 8 \$500		
Spot Ch Date Range Description Start/End Ti 1 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237		
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16	.50 (\$000.00) 0.00 Mar	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
2 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237 See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16	a –TwThF :3 <i>0 (\$500.00)</i> 0.00 <i>NM</i>	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
3 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237	a -TwThF :30 (\$500:00) 0.00 <i>NM</i>	
See <i>MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16</i> [.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
4 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237	a -TWThF :3 <i>0 (\$500.00)</i> 0.00 <i>NM</i>	
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16	, , , , , , , , , , , , , , , , , , , ,	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE	00 (0500 00) 0 00 AM	
5 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237 See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16	a -TwThF :3 <i>0 (\$500.00)</i> 0.00 <i>NM</i>	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
6 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237	a -TwThF :3 <i>0 (\$500.00)</i> 0.00 <i>NM</i>	
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
7 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237	a -TWThF :3 <i>0 (\$500.00) 0.00 <i>NM</i></i>	
See <i>MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16</i> [.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
8 KSNV 10/08/12-10/14/12 The Tonight Show 1135p-1237	a -⊤wThF :30 (\$500.00) 0.00 <i>NM</i>	
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16	(\$0.000,000,000,000,000,000,000,000,000,0	
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE		
9 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237 M MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2	a -TWThF :30 \$500.00 0.00 NM	
[Revised Rate To Reinstate]		
10 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237	a -TwThF :30 \$500.00 0.00 NM	
MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]		
11 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237	a -TwThF :30 \$500.00 0.00 NM	
MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		
[Revised Rate To Reinstate] 12 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237	а -тwтh :30 \$500.00 0.00 NM	
MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2	\$000.00 0.00 NW	
[Revised Rate To Reinstate]		
13 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237	a -TwThF :30 \$500.00 0.00 NM	
[Revised Rate To Reinstate]		
14 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237	a -TwThF ;30 \$500.00 0.00 NM	
MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]		
15 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237	a -TWThF :30 \$500.00 0.00 NM	
(h) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2		
[Revised Rate To Reinstate] 16 KSNV 10/09/12-10/12/12 The Tonight Show 1135p-1237	a -TWThF ;30 \$500.00 0,00 NM:	
(f) MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2	a - IWITIF ,30 \$300.00 0,00 NIVI	
[Revised Rate To Reinstate]		
	1135pm -TWTF :30 4 \$425.003 0.00 NM 4	\$1,700.00
M-F News 3 at Eleven NEWS		
Start Date End Date Weekdays Spots/Week F	<u>ate</u> <u>Rating</u>	
Week; 10/08/12 10/14/12 -TWTF 4 \$429		4.07.05
E 37 KSNV 10/15/12 10/15/12 M-F News 3 at Eleven CM 11pm- M-F News 3 at Eleven	1135pm M :30 1 \$425.003 0.00 NM 1	\$425.00

KSNV

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Order / Rev:

103615

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

10/09/12 - 10/15/12

Estimate:

308

Ln Ch Start End NEWS	·	Start/End Time Days	Len Spots Rate Pr	i Rtg Type Sp	oots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	M 1	<u>Rate</u> <u>Rating</u> \$425.00 0.00				
E 38 KSNV 10/13/12 10/14/1 NEWS	2 Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	11pm-1135pmSS	:30 2 \$400.003	0.00 NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week					
E 39 KSNV 10/13/12 10/13/1 SAT TODAY	2 Saturday Today CM Saturday Today	7a-9amS-	:30 2 \$225.003	0.00 NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week					
E40 KSNV 10/13/12 10/13/1	News 3 Sunrise - SATURIM News 3 Sunrise SATURDAY	6a-7aS	:30 2 \$150.003	0.00 NM	2	\$300.00
NEWS		Dete D.C				
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	S- 2					
E 41 KSNV 10/13/12 10/13/1	2 News 3 Today - SATUR®M News 3 Today - SAT	9am-930ams-	:30 1 \$200.003	0.00 NM	1	\$200.00
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$200.00 0.00				
E 42 KSNV 10/14/12 10/14/1	2 Sunday Today CM Sunday Today	7a-8amS	:30 2 \$350.003	0.00 NM	2	\$700.00
SUN TODAY Start Date End Date	• •	Data Dating				
Week: 10/08/12 10/14/12	S 2					
E43 KSNV 10/13/12 10/13/1	2 Saturday Night Live CM Saturday Night Live	1130pm-1:02am5-	:30 1 \$550.003	0.00 NM	1	\$550.00
SNL <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate Rating				
Week: 10/08/12 10/14/12	\$- 1	\$550.00 0.00				
N 44 KSNV 10/09/12 10/12/1 NEWS	2 M-F Early News CM M-F Early News	5-630p -TWTF	:30 2 \$1,200.001	0.00 NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> Week; 10/08/12 10/14/12		Rate Rating \$1,200.00 0.00				
N45 KSNV 10/09/12 10/12/1		1237a-136am -TWTF	:30 2 \$250.001	0.00 NM	2	\$500.00
FALLON Start Date End Date	<u>Weekdays</u> Spots/Week	Rate Rating				
Week: 10/08/12 10/14/12	-TWTF 2	\$250.00 0.00				
N 46 KSNV 10/09/12 10/12/1 Start Date End Date	The Agenda 1230pm	1230-1p -TWTF	:30 4 \$325.001	0.00 NM	4	\$1,300.00
Start Date End Date Week: 10/08/12 10/14/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 4					
N47 KSNV 10/15/12 10/15/1	The Agenda 1230pm	1230-1p M	:30 1 \$325.001	0.00 NM	1	\$325.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$325.00 0.00				
N48 KSNV 10/10/12 10/12/1	2 M-F Jeop/Wheel CM M-F Jeopardy/Wheel of Fortun	630-730pmW-F	:30 2 \$1,300.001	0.00 NM	2	\$2,600.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		Rate Rating \$1,300.00 0.00				
N49 KSNV 10/10/12 10/12/1		1230-1pWTF	:30 1 \$325.001	0.00 NM	1	\$325.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		<u>Rate</u> <u>Rating</u> \$325.00 0.00				
N 50 KSNV 10/10/12 10/12/1	2 Late Night w/Fallon CM	1236a-136amWTF	:30 2 \$250.001	0.00 NM	2	\$500.00

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Order / Rev:

103615

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06830030

Product Desc:

BERKLEY FOR SENATE

KSNV

Flight Dates:

10/09/12 - 10/15/12

Estimate:

30S

Ln Ch

Start

End Inventory Code Late Night w/Fallon

Break Start/End Time

Days Len Spots

Rate Pri Rtg Type Spots

Amount

Start Date Week: 10/08/12 End Date 10/14/12 <u>Weekdays</u> --WTF--

Spots/Week 2 <u>Rate</u> \$250.00

<u>Rating</u> 0.00

Totals

\$44,650.00

114